



BOARD OF TRUSTEES BOARD PROTOCOLS

- I. PROTOCOL FOR RESPONDING TO NEEDS OR COMPLAINTS EXPRESSED TO AN INDIVIDUAL BOARD MEMBER**
- A. Board Members shall be accessible; listen respectfully and impartially.
- B. If the concern is not urgent or does not have policy implications:
- Board Members shall refer the individual or group to the Superintendent/President.
 - Board Members shall not make any commitments on behalf of the Board and/or District to the individual or group.
 - Board Members shall not attempt to solve the problem as individual Board members.
 - Board Members shall inform the Superintendent/President and receive follow-up response.
- C. If the concern is urgent or could have policy implications:
- Board Members shall refer the individual or group to the Superintendent/President.
 - Board Members shall not make any commitments on behalf of the Board and/or District to the individual or group.
 - Board Members shall not attempt to solve the problem as individual Board Members.
 - The Superintendent/President will inform and discuss with the Board President.
 - In consultation with the Board President, the Superintendent/President, will decide how to handle the issue and inform all Board Members through email, formal written report, etc. or may place on the Board agenda for further discussion
- D. If the concern is raised by an employee, the Board member shall inquire whether it has been discussed with the appropriate supervisor, and if not, shall encourage the employee to do so
- II. PROTOCOL FOR RESPONDING TO NEEDS OR COMPLAINTS EXPRESSED IN BOARD MEETINGS DURING PUBLIC COMMENT ON NON-AGENDA ITEMS**
- A. The Board President thanks the speaker(s) and acknowledges that the need or complaint has been heard by the Board.
- B. If appropriate, the Board President may make a brief statement about the issue.
- C. If appropriate, The Board President will ask the Superintendent/President if there are any comments from the Administration.

- D. If appropriate, the Board President will ask the Superintendent/President to look into the issue and report back to the Board. The Board President will determine what form the report will take (e-mail, formal written report, etc.)
- E. If appropriate, after receiving the report from the administration, the Board may decide to place the issue on a future Board agenda for discussion or action.

III. PROTOCOL FOR RESPONDING TO CONCERNS EXPRESSED DURING A CRISIS

- A. Board Members shall be respectful, listen respectfully and impartially.
- B. Board Members shall refer the individual or group to the Superintendent/President.
- C. Board Members shall not make any commitments on behalf of the Board and/or District to the individual or group.
- D. Board Members shall not attempt to solve the problem as individual Board members.
- E. The Superintendent/President will alert the Board President.
- F. In consultation with the Board President, the Superintendent/President, will decide how to handle the issue.
- G. Any written communication with the individual or group expressing the concern, or with the media, will be made by the Superintendent/President and/or Board President.
- H. The Board may request a more formal investigation of the concerns.

IV. PROTOCOL FOR THE CONFIDENTIALITY OF CLOSED SESSION

- A. The confidentiality of Closed Session creates a safe space for the candid discussion of topics permitted under the Brown Act.
- B. All participants in Closed Session are required to maintain the absolute confidentiality of Closed Session discussions.
- C. Any suspected breach of Closed Session confidentiality should be referred to the Superintendent/President and/or Board President immediately.
- D. Closed Session agenda matters shall be consistent with [Board Policy 2315](#).
- E. Consequences if confidentiality of Closed Session is violated shall be consistent with [Board Policy 2715](#).

V. BASIC PROTOCOL FOR ALL COMMUNICATIONS

- A. All communications developed and distributed by the Río Hondo Community College District (RHCCD) shall adhere to Federal, State, and local laws.
- B. All communications, developed and distributed by RHCCD shall be intended to support information about the business and activities of Río Hondo College, as well as to support access, inclusion, equity, and social justice related to those activities.
- C. For purposes of these protocols, communications are defined as direct mail, email, video, print, social media, letters, announcements, media releases, all other forms of emerging and traditional internal-and external-facing materials.

VI. PROTOCOL FOR MEDIA INQUIRIES

- A. The Board President and/or Superintendent/President are the intended spokespeople of the Río Hondo Community College District.
- B. Board members shall refer all media inquiries to the Board President and the Superintendent/President for a timely response.
- C. The Superintendent/President will work with the Board President to provide any responses, quotes, information or access to expert faculty, staff, and students as necessary to contribute to the story in a timely manner.
- D. Name, image, and likeness of board members/elected officials conducting the business and activities of Río Hondo College can be included in media releases, photos, videos, and captions intended for media use, as appropriate.

VII. PROTOCOL FOR SOCIAL MEDIA

- A. Name, image, and likeness of Board members/elected officials related to the Río Hondo Community College District can be used by the College across all social media platforms for purposes of communicating about the business and activities of the College.
- B. Social media postings by Río Hondo College staff shall not be published for purposes of campaign activity, but rather to support information about the business and activities of the College, as well as to support access, inclusion, equity, and social justice related to those activities.
- C. It is the right of candidates for office and elected officials to share College social media posts, as they see fit within legal limits and following board policies.
- D. Photos used for social media, which include members of the Board of Trustees, must make every effort to highlight or include all Board Members present at the event in the photograph(s).

VIII. PROTOCOL FOR WEBSITE

- A. Name, image, and likeness of Board members/elected officials related to the Río Hondo Community College District can be used by the College across all of its website platforms for purposes of communicating about the business and activities of the College.
- B. Río Hondo College websites shall not be utilized for purposes of campaign activity, but rather to support information about the business and activities of the College, as well as to support access, inclusion, equity, and social justice related to those activities. Board members who choose to include links to College websites or postings will include a disclaimer that the link is for the purposes highlighting prior activities/events the Board member has participated and is not in any way considered an endorsement by the College or any of its administration.
- C. Photos used for the Río Hondo College website, which include members of the Board of Trustees, must make every effort to highlight or include all Board Members present at the event in the photograph(s).
- D. Board members who choose to include links to College websites or postings will include a disclaimer that the link is for the purpose of highlighting prior activities/events the Board member has participated and is not in any way considered an endorsement by the College or any of its administration.

IX. PROTOCOL FOR EMAIL AND EBLASTS

- A. Name, image, and likeness of Board members/elected officials related to the Río Hondo Community College District can be used by the College across all of its emails and eblast platforms for purposes of communicating about the business and activities of the College, as well as to support access, inclusion, equity, and social justice related to those activities.
- B. College email/eblast systems shall not be used for purposes of campaign activity.
- C. All emails on behalf of the Board of Trustees sent to staff and/or students, via College emails or eblasts, shall be developed and sent by the Office of the Superintendent/President or by College legal counsel, in consultation with the Board President.
- D. If a Board Member sends an email or eblast to College staff and/or students, outside of the Río Hondo College communications systems, the communication must be labeled, clearly visible in no less than 10-point font: “The content of this document does not reflect the opinion of Río Hondo College or its Board of Trustees. This document was not produced at public expense; it was paid for by “[NAME OF PARTY COVERING EXPENSE]” at the top of the communication.

X. PROTOCOL FOR VIDEOS

- A. Name, image, and likeness of Board members/elected officials related to the Río Hondo Community College District can be used by Río Hondo College across all videos and video platforms for purposes of communicating about the business and activities of the College, as well as to support access, inclusion, equity, and social justice related to those activities
- B. Videos shall not be used for purposes of campaign activity.
- C. All videos on behalf of the Board of Trustees sent to staff and/or students, via Río Hondo College email or eblast systems, shall be developed and sent by the Office of the Superintendent/President or by College legal counsel, in consultation with the Board President.
- D. It is the right of candidates for office and elected officials to share College videos, as they see fit within legal limits and following board policies.

XI. PROTOCOL FOR USE OF RÍO HONDO COMMUNITY COLLEGE DISTRICT LETTERHEAD, LOGO, AND STATIONERY

- A. Any use of Río Hondo Community College District (RHCCD) letterhead, logo, or branded stationery for individual communication not representing the College, its policies, or the Board of Trustees as a whole, shall be done at the expense of the individual Board member.
- B. Any communication using the RHCCD letterhead, logo or branded stationery, not representing the College, its policies, or the Board of Trustees as a whole, shall include a disclaimer on the communication in at least 10-point font, at the bottom of each page, which states: The content of this document does not reflect the opinion of Río Hondo College or its Board of Trustees. This document was not produced at public expense; it was paid for by “[NAME OF PARTY COVERING EXPENSE]”. Any communication using the RHCCD letterhead must include the full names and titles of the College’s entire Board of Trustees.

XII. Protocols shall be reviewed annually at the Board of Trustees Retreat.